

**REMARKS**

At the outset, the Examiner is thanked for the thorough review and consideration of the pending application. The final Office Action dated April 9, 2010 has been received and its contents carefully reviewed.

By this Amendment, claim 41 is amended and new claims 49-50 are added. No new matter has been added. Claims 1-40 were previously canceled. Accordingly, claims 41-50 are pending. Reexamination and reconsideration is respectfully requested.

Claims 41-46 and 48 are rejected under 35 U.S.C. § 102(e) as being anticipated by U.S. Patent No. 7,150,029 to Ebling et al., ("Ebling"). The rejection is respectfully traversed.

Claim 41 recites, among other features, parsing display information provided by the source of the broadcast event, the displaying information including information indicating that graphic information is displayed when the broadcast event is selected. Ebling does not disclose or suggest the above-noted features of claim 41.

The Office Action at page 4 asserts that Ebling at Figs. 2-18; col. 3, lines 35-col. 4, line 6; col. 4, lines 35-50; col. 8, lines 32-col. 13, line 59 discloses parsing an extended information including display information provided by the source of the broadcast event. Claim 41 has been amended to recite parsing display information provided by the source of the broadcast event, the displaying information including information indicating that graphic information is displayed when the broadcast event is selected. A reading of the above cited passages of Ebling show that Ebling does not disclose or suggest the above-noted features of claim 41. Rather, Ebling discloses how a multimedia object which is an element of EPG is controlled and signaled generally, but does not disclose under what conditions the multimedia object can be displayed.

Various benefits and advantages may be obtained which are not contemplated by Ebling because Ebling simply does not disclose or suggest the above-noted features of claim 41. For instance, by defining displaying information, it is possible that information associated with the broadcast event or channel is displayed according to the display information. But, since

Ebling does not define the display information of the multimedia object, the multimedia object cannot be displayed according to the display information.

Claims 42-46 and 48 are at least patentable by virtue of their dependency from claim 41.

Claims 41-46 and 48 are alternatively rejected under 35 U.S.C. § 102(b) as being anticipated by WO99/20049 to Ebling (“WO99/20049”). The rejection is respectfully traversed.

Applicants note that WO99/20049 has similar disclosure as Ebling above. Thus, for reasons as discussed with respect to Ebling, WO99/20049 does not disclose or suggest the features of claims 41-46 and 48.

Claim 47 is rejected under 35 U.S.C. § 103(a) as being obvious over Ebling in view of U.S. Patent No. 7,178,158 to Nishina et al., (“Nishina”). The rejection is respectfully traversed.

As discussed above, Ebling does not disclose or suggest all the features of claim 41. Nishina does not compensate for the deficiencies of Ebling. The Office Action at page 10 uses Nishina to disclose that display information comprises display location information specifying a desired location of the graphic information in the EPG.

Claim 47 is at least patentable by virtue of its dependency from claim 41.

Claim 47 is alternatively rejected under 35 U.S.C. § 103(a) as being obvious over WO99/20049 in view of Nishina. The rejection is respectfully traversed.

Applicants note that WO99/20049 has similar disclosure as Ebling above. Thus, for reasons as discussed with respect to Ebling, WO99/20049 does not disclose or suggest the features of claims 41. For at least the reasons as discussed above, Nishina does not compensate for the deficiencies of WO99/20049.

Claim 47 is at least patentable by virtue of its dependency from claim 41.

Furthermore, none of the cited references disclose or suggest that the displaying information further includes information indicating that the graphic information is displayed when a broadcast channel is selected, as recited in claim 49.

Furthermore, none of the cited references disclose or suggest that the displaying information further includes information indicating whether or not the graphic information is displayed during displaying the EPG, as recited in claim 50.

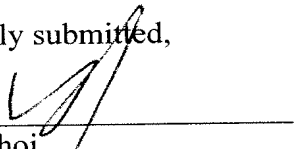
The foregoing amendments place the application in condition for allowance and early, favorable action is respectfully solicited.

If for any reason the Examiner finds the application other than in condition for allowance, the Examiner is requested to call the undersigned attorney at (202) 496-7500 to discuss the steps necessary for placing the application in condition for allowance. All correspondence should continue to be sent to the below-listed address.

If these papers are not considered timely filed by the Patent and Trademark Office, then a petition is hereby made under 37 C.F.R. §1.136, and any additional fees required under 37 C.F.R. §1.136 for any necessary extension of time, or any other fees required to complete the filing of this response, may be charged to Deposit Account No. 50-0911. Please credit any overpayment to deposit Account No. 50-0911. A duplicate copy of this sheet is enclosed.

Dated: May 7, 2010

Respectfully submitted,

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